

ABSTRACT OF THE DISCLOSURE

A display device has at least one shelf for modular merchandise units having a substantially flat base. The shelf has at least two spaced walls defining a channel between the walls. At least one support is disposed in the channel and receives the base of the merchandise unit or units. Each support has a rearward portion elevated at a first angle, a substantially horizontal forward portion, and an intermediate portion elevated at a second angle greater than the first angle and connecting the rearward and forward portions. When placed on the rearward portion of the support, the merchandise unit will descend by gravity to the forward portion of the support for access to the unit in a selected presentation position.